



Global
Resource for
Advancing
Cancer
Education

Annual Report 2020

Education is Medicine

Highlights from 2020

Patient Education during a Pandemic

- ⇒ Produced **25 videos to help patients and caregivers** navigate their treatment during the pandemic, **including 4 in Spanish**
- ⇒ Provided support and resources through our **Online Forum**
- ⇒ Focused on doing what we do best, educating patients and caregivers, **reaching over 1,000,000** in 2020

Expanded Programs and Content

- ♦ **Over 120 videos** were added to our video library, averaging a new educational video every 3 days, all transcribed so that patients may print the content and bring to their physician appointment
- ♦ New programs were developed to **expand content** in 2021, such as COVID-19 Pandemic Patient Education, Patient Perspectives: Clinical Trials Storytelling, and programs focused on the importance of testings/early detection and HPV advances
- ♦ **Over 50 faculty from around the globe** contributed to our core programs such as Lung Cancer Video Library, Case Based Panel Discussions, and post-ASCO roundtable panels
- ♦ **Program growth** continued for our newer programs such as Bladder Cancer, Patient Education Ambassadors and GRACE-Cast podcasts
- ♦ Our live programs, OncTalk and Targeted Therapies Forum, were held virtually and **engaged a global audience of patients** in real time on a livestream and through our published videos
- ♦ The GRACE **Online Forum** continues to be one of the most popular and unique aspects of our website

Financial

Our financial goals remain focused on continuing to streamline our systems to provide a solid financial position to move us forward and efficiently achieve the greatest reach and impact.

Goodbye 2020...Hello 2021!

Saying that things were 'different' or 'strange' or 'stressful' for cancer patients in 2020 doesn't seem to properly describe what those dealing with a cancer diagnosis have endured this past year. We were so impressed by the ability of patients and caregivers to continue to foster hope and strength! And we've been right there with them every step of the way, doing everything we can to help them understand how to navigate the cancer journey through the seemingly constant shift of information all year.

Over 7,800 hours of GRACE patient education videos were viewed in 2020, indicating how our reach and impact continues to grow. Empowerment of the cancer community to be partners in their care is becoming the norm. But, our work is not done. There are still many more patients to reach, and that is what drives us to continue growing and expanding beyond the borders of the US and the English language as well as finding new platforms with which to engage patients.

Our incredibly talented staff, board, faculty, volunteers and support from our sponsors and the community of patients and caregivers continues to drive our growth and impact. Goodbye 2020 and hello 2021!

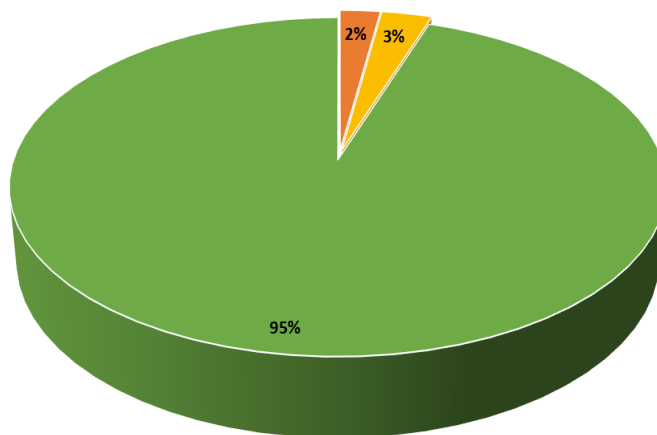
~Amy Bickleman, Executive Director

2020 ACHIEVEMENTS-BY THE NUMBERS

15	Programs Completed
3	New Programs Added
1,511	Online Forum Contributors
634	New GRACE Members
3,777	Topic Threads on Online Forum
6,815	Facebook Followers
1,990	Twitter Followers
2580	YouTube Subscribers
1,000,000+	Website Visits
11	Partnerships
52	Podcasts published
2	Live Webinar Events
95,000+	Chinese patients engaged
5,000+	Latino patients engaged
7,837	Hours of videos viewed
183	Countries in our patient community
50+	Faculty contributed to content
120	New videos added to content library

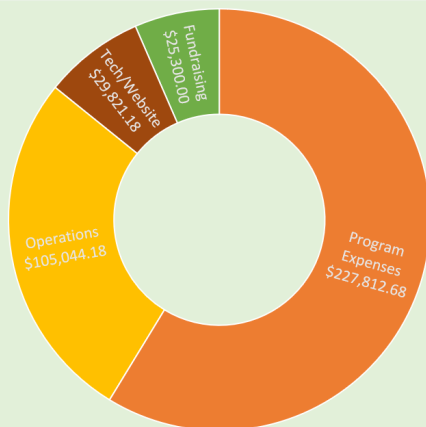
2020 REVENUE TOTAL REVENUE \$444,786.85

End of Year Appeal Individual Donations Corporate Sponsorships



2020 Expenses \$387,978.04

Program Expenses Operations Fundraising Tech/Website



2021

*Welcoming the new year
with hope and gratitude*

- ⇒ Adding content delivery methods to reach a broader patient audience
- ⇒ Expanding our faculty and impact as we add content in more cancer types
- ⇒ Continuing our reach to underrepresented communities and beyond the borders of the US
- ⇒ Using our program analytics to identify content distribution challenges

Staff

Amy Bickleman, Executive Director
Denise Brock, Operations Director
Jim Celebucki, Forum Moderator
Janine Thompson, Forum Moderator
Maria Walen, Program Director

Board of Directors

Dr. Howard (Jack) West, President
Dr. Jared Weiss, Vice President
Mathew LePley, Treasurer
James Bao
Laya Dogmetchi
Tim Godfrey
Dr. David Gray
Dr. Ben Levy
Dr. Luis Raez
Dr. Nancy Sladicka
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